

Minnesota Inventors Congress
And the
Minnesota US Small Business Administration Office
Presents
Inventing Success™ Workshops
June 13 & 14, 2008

What is the **most important investment** an inventor can make?
To learn how **successful** inventors develop marketable products!!
Attend these sessions and find out from the experts how to spend your
time and money wisely as you develop your idea.

Keynote Speaker - Friday, 8:00 a.m. to 10:45 a.m.

“10 Steps to Invention Success!” *

STEPHEN KEY, *Inventor, Entrepreneur.inventRight.com*

Sure fire steps to selling your ideas that no one is telling you about. This will be a useful “How To” seminar by successful inventor Stephen Key of inventRight.com. You will learn how to create a marketable product, protect it and submit it to the right companies using simple common sense techniques. You will walk away from this seminar feeling empowered and able to take the next steps toward your invention success.

Friday, 12:00 p.m.

1. Patents - What Inventors Need to Know!

MICHAEL NEUSTEL, *Patent Attorney, Neustel Law Office.*

Michael Neustel is a U.S. Patent Attorney who counsels inventors and small businesses on various patent matters including patent searches, patent applications and patent infringement. He will discuss the most common mistakes made by inventors with patents and how to avoid them. Michael will also discuss how to effectively protect your patent rights against companies when working on a budget. A Question/Answer session will be held at the end of the seminar.

2. "Licensing: What Potential Licensees Really Want."

BONNIE GRIFFIN KAAKE, *President and CEO, Innovative Consulting Group, Inc.*

So often inventors create, patent or secure patent pending status with Provisional Applications and then hope a company is interested enough to "take it and run with it". It takes more than an idea and hope to interest manufacturers. If you want to make money with your inventions, this seminar will give you excellent insights into how to make it happen by someone who has been there many times on behalf of inventors and is an inventor herself.

3. Innovating For Profit!

LORI LORENZ, *Founder and President of Grassroots Technology.*

Use the Profit Matrix to find the sweet spot in your business for best value and best profit. Are you leaving money on the table? Can you innovate and find a better market? Optimize your time and money while satisfying your passion for your business.

Friday 2:00 p.m.

1. From Inventor to Entrepreneur – Choose a Path to Success!

ANDY AMOROSO, *Business Development Specialist, US Small Business Administration.*

To get your product in the market place, listen! Obtaining money, testing the market and costing out your product will take time and effort. Many inventors expect the boat to come to them full of money, but that's not reality. Learn tips to make the journey easier.

2. How To Write Your Provisional Patent Application.

MICHAEL NEUSTEL, *Patent Attorney, Neustel Law Office.*

Michael Neustel is a U.S. Patent Attorney who is the creator of the *PatentWizard* software program and a co-author of *The Patent Writer*. Michael will discuss in detail how to effectively write a provisional patent application and how to avoid the most common mistakes made by self-drafters. A Questions/Answer session will be held at the end of the seminar.

3. Design for Manufacturing.

DAVE CLARK, *Malco Design & Deliver Group.*

This seminar will show you the techniques to design your product to achieve your cost targets and impress potential manufacturers and suppliers. We will show you techniques that can help you avoid costly loop backs and time consuming redesigns, plus you'll learn how to make it faster, easier, and less expensive to introduce product line extensions in the future.

Keynote Speaker - Saturday, 8:00 a.m. to 10:45 a.m.

You have an idea for a product...what's next? *

LOUIS FOREMAN, *Inventor; Publisher, Inventors Digest; Creator, Everyday Edisons.*

Everyone has a great idea; yet, creating innovative ideas is just the start. How do you transform a great idea into a great product? And, how do you create a product that provides an economic return? This discussion will shed light on how to examine an idea before investing a dime. You will also learn what 5 questions you should ask before attempting to take your great idea to the next level.

Saturday 12:00 p.m.

1. Licensing or Manufacturing: Which is Best for your Product (and You)?

KARYL LYNCH & DAVE CORMIER, *Pelham West Associates.*

Product scouts Dave Cormier and Karyl Lynch will take an in depth look at key elements of the product and the individual and relate them to the opportunities presented in licensing or selling a product. We'll explore the advantages and disadvantages of the options for getting a product to market and provide strategies you can apply to your own situation.

2. Power Networking: How to Solve any Problem by Connecting with the Right Person.

RON WACKS, *Entrepreneur, CEO, Microbusiness Strategies, and Co-Producer, IssuesLive.*

Ask yourself this question: Do you want to call people or do you want them to call you? You've heard it many times: "it's not what you know, it's who you know". Whether you're employed or self-employed...in business 20 years or 20 minutes, *Power Networking* is the most important tool you can have for success. *Power Networking* is different than any networking seminar or workshop you've ever attended—you'll learn how to cultivate relationships and develop them into long-term relationships and partnerships and

pull a rabbit out of a hat...and people will call you.

3. Legal Traps and Pitfalls in Intellectual Property for the Entrepreneur.

ROGER BELFAY, *Attorney at Law.*

Discover the legal errors that entrepreneurs must avoid. Learn about those areas of Law where ignorance is definitely not bliss.

Saturday 2:00 p.m.

1.The Product Prototyping Process.

JOHN JANCSEK, *CEO, Solid Design Solutions, Inc.*

Find out what your options are for creating a working model of your invention. Having a prototype is one of the most effective ways to prove that your idea functions and to find buyers. Choosing the best prototyping process based on your required functionality, quantity and accuracy will be discussed. You'll also see a review of the engineering preparations often required to make prototypes.

2. Facts Versus Myths of Invention Commercialization.

BONNIE GRIFFIN KAAKE, *President and CEO, Innovative Consulting Group, Inc.*

Most inventors have unrealistic expectations regarding what it takes to commercialize a product: license, launch, develop, patent, market, sales potential, etc. This seminar will explain some of the realities and help you make better decisions. Many examples of successes and failures will be presented and discussed. Come prepared to interact.

3. Invention to Market on a Shoestring Budget.

JULIA RHODES, *Inventor & CEO, Kleen Slate Concepts.*

Inventing is just the first step to the life cycle of a product. What's next if you choose to take on the challenges of bringing your product to market yourself? How can you get maximize your exposure on a limited budget? What is the real story on doing business with mass market retailers and how can you prepare yourself for the ride so you don't fall off?

The 8:00 a.m. sessions on Friday and Saturday are free for 2008 Expo exhibitors.

Workshop speakers and schedule are subject to change.

No advance registration necessary.

\$20.00 Fee per session. Special offer: 3 for \$50.00.

Redwood Area Community Center

901 Cook Street

Redwood Falls MN 56283

Held during the Minnesota Inventors Congress' Invention & Idea Show™ 2008.

Minnesota Inventors Congress

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